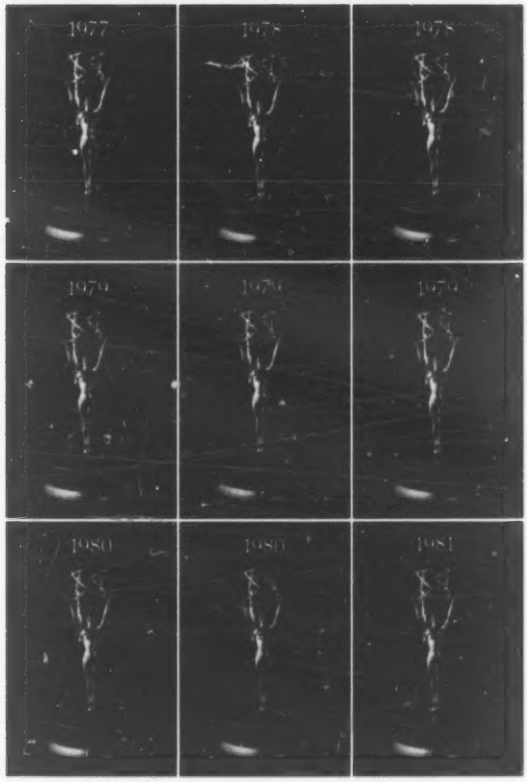
Showdown shapes up on TV sex and violence
Fowler FCC jumps into deregulation

Broadcasting Jun 22

The News Magazine of the Fifth Estate □ Vol. 100 No. 25 Our 50th Year □ 1981

7/13/81 C 1750-1

WE'D LIKE TO SHOW YOU SOME HIGHLIGHTS FROM THE PAST FIVE SEASONS.



When you produce a daily show year after year there are bound to be things you grow tired of. But having your hard work and dedication recognized by the industry makes it all worthwhile.

This year, the Donahue Show is proud to have won a Daytime Emmy for the Outstanding Talk or Service Series: Richard Mincer, Executive Producer; Patricia McMillen, Senior Producer; Darlene Hayes and Sheri Singer, Producers.

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Multimedia Program Productions Inc. 140 W. Ninth Street Cincinnati, OH 45202

The First 50 Years Of Broadcasting

1966

The Week in Brief

TOP OF THE WEEK

EMBITTERMENT OVER BETTERMENT ☐ Controversy erupts over Coalition for Better TV's motives and methods. **PAGE 19.** Separate ABC and NBC studies question movement's support and boycott effectiveness. **PAGE 20.** P&G's Butler fuels issue with explanation of how TV's biggest customer is reacting. **PAGE 21.**

FOWLER'S CAREFUL APPROACH ☐ New FCC chairman won't be pinned down to specifics but minces no words about his objectives. **PAGE 22.**

COWLES WINS AGAIN ☐ WESH-TV Daytona Beach, Fla., gets another renewal in 12-year-old case. **PAGE 24.**

RETALIATION MOVE ☐ Senate signals State Department to cut back UNESCO funds as protest against efforts to license journalists. **PAGE 24.**

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DOOR OPENED ☐ FCC grants petition to let networks into nonbroadcast programing, eliminates first- and second-class operator license requirement, and simplifies broadcast application procedures. **PAGE 30.**

TURNER FIRES TWO SHOTS ☐ Atlanta broadcaster tells copyright subcommittee that end to compulsory licensing would mean doom to superstations. **PAGE 30.** His petition to FCC opposes Westinghouse-Teleprompter merger as first step to cable news network that would unfairly compete with his CNN. **PAGE 34.**

BUSINESS

PRODS FOR SLOW PAYERS ☐ AAAA approves language for new contract forms that are expected to clear up old problems and hasten collections for stations. **PAGE 43.**

RADIO'S SALES VERSATILITY ☐ Medium's prowess in reaching both mass and specialized audiences documented at ANA/RAB workshop in New York. **PAGE 44.**

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MAKING IT FORMAL ☐ White House press office's interim operations officially reorganized in Brady's absence, with Gergen and Speakes in new duties. **PAGE 49.**

TECHNOLOGY

HELP FOR AM'S ☐ FCC consultants have almost completed project that will establish standard directional antenna patterns. **PAGE 55.**

BORDER HOPSCOTCHING ☐ Regional communications issues discussed at seminar where speakers cite satellite potential to add vast new dimension to exchange of data and other programing. **PAGE 56.**

MEDIA

IT HAPPENED AT THE WALDORF-ASTORIA ☐ Record turnout of nearly 1,100 attend BPA/BDA combined seminar. Sessions range from fundamentals to latest and most sophisticated techniques in promotion and design. **PAGE 58.**

PROGRAMING

RISE IN TV VIOLENCE ☐ Surveillance group makes that charge. It claims NBC is worst offender in prime time and ABC most derelict in children's programs. Cable is also criticized. **PAGE 63.**

DAY OF WHINE AND ROSES ☐ NBC's successful retention of Rose Bowl rights for reported $33 million over three years is denounced by CBS as "panic bidding" that needlessly runs up sports prices. **PAGE 63.**

1966

THE 'BROADCASTING' YEARS ☐ Cable regulation was the dominant issue as the FCC asserted broader authority and sought congressional support. Shocker for CATV operators also came from a U.S. district judge who ruled that cable was liable for copyright payments under existing law. **PAGE 69.**

PROFILE

RESTLESS AND RELENTLESS ☐ The pioneering spirit of the early West has been epitomized in Gene Schneider's adventures in cable since 1953. Today, as president and chief executive officer of United Cable Television Corp., he still looks for new industry frontiers to cross. **PAGE 95.**

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1980's top-100 TV advertisers and expenditures

Annual TVB estimates put total spending at $10 billion mark; Procter & Gamble again biggest spender, General Foods second

Television advertising expenditures in the U.S. in 1980 approached—and probably exceeded—$10 billion, according to estimates released by the Television Bureau of Advertising.

The figures, based on monitoring by Broadcast Advertisers Reports, put total national TV advertising at $7,643,379,100 and local and retail TV advertising at $1,983,405,200. Their total was $9,626,784,300, up 10.7% from comparable figures for 1979.

The estimates are, in fact, minimums, since the national and regional spot and local/retail components are based on monitoring in 75 of the country's 200-plus markets. The 75 are leading markets, however, and represent about 83% of total U.S. spot and local dollars as reported by the FCC. On that basis, the TVB/BAR figures would project to about $10.5 billion for the country for the entire year.

The TVB figures encompassed (1) local/retail advertising by product category for 1980 and 1979, being released for the first time; (2) similar category estimates for national TV advertising, combining national spot figures that had been released previously (BROADCASTING, April 27) and network estimates that had not been, and (3) a new list of the top 100 TV advertisers ranked according to total expenditures in national spot and network.

All of the spot and local estimates, TVB said, have been adjusted to approximate the levels of spending reflected in FCC reports for the 75 BAR-monitored markets (BROADCASTING, April 27). Thus the 1980 and 1979 estimates are comparable with each other but not with estimates for prior years.

The top 100 TV users in 1980 spent $5,619,006,800 in network and spot, a 10.99% increase from 1979. They put $3,980,108,400 into network, a gain of 10.46%, and $1,638,898,400 into spot, a gain of 12.28%.

Procter & Gamble, as usual, was the number-one TV spender by a wide margin, investing $486,310,200 for a 14.78% increase over 1979. P&G increased its network spending by 24.67%, reaching $361,066,700, but cut spot investments by 6.6% to $125,243,500. General Foods ranked second with $278,406,400, up about 1%, but increased spot by 6.6% while trimming network about 1%.

TVB said 80 of the top 100 TV advertisers increased their television outlays in 1980. The list included three newcomers: Thomson Medical Co. at $24.6 million, Jeffrey Martin Inc. at $24.3 million and Adolph Coors at $19.2 million.

In local/retail advertising, restaurants and drive-ins formed the largest advertiser category, spending an estimated $287.9 million, or 9% more than in 1979. Food stores ranked second with $148.7 million, up 11%; banks and savings and loan associations were third with $140.9 million, a gain of 1%, and department stores were fourth with $131.2 million, up 11%.

Among the fastest-growing local/retail

	Spot	Network	Total
1. Procter & Gamble	$125,243,500	$361,066,700	$486,310,200
2. General Foods	76,918,000	201,488,400	278,406,400
3. American Home Products	33,369,600	123,911,900	157,281,500
4. Ford	28,146,500	125,701,500	153,848,000
5. Pepsico	55,640,500	88,822,100	144,462,600
6. General Motors	16,881,600	123,498,900	140,380,500
7. General Mills	61,104,300	75,751,000	136,855,300
8. Bristol Myers	18,807,800	106,061,100	124,868,900
9. McDonalds	66,624,800	53,588,300	120,213,100
10. Philip Morris	21,579,300	97,392,200	118,971,500
11. Lever Brothers	34,768,200	74,111,800	108,880,000
12. AT&T	48,314,200	57,388,100	105,702,300
13. Coca Cola	44,055,300	57,897,300	101,952,600
14. Sears, Roebuck	14,651,700	86,951,500	101,603,200
15. Johnson & Johnson	4,769,200	90,471,500	95,240,700
16. Ralston Purina	18,616,200	73,386,200	92,002,400
17. Anheuser-Busch	21,532,100	65,423,500	86,955,600
18. Warner-Lambert	21,323,100	63,167,100	84,490,200
19. Pillsbury	30,163,600	53,254,900	83,418,500
20. Dart & Kraft	30,422,600	48,200,300	78,622,900
21. Kellogg	17,098,400	59,803,200	76,901,600
22. Chrysler	10,405,200	65,289,900	75,695,100
23. Gillette	11,792,900	59,509,700	71,302,600
24. Mars	27,345,800	36,689,200	64,035,000
25. Consolidated Foods	20,032,900	43,293,300	63,326,200
26. Sterling Drug	4,887,600	56,790,400	61,678,000
27. Richardson Merrell	11,740,100	49,885,200	61,625,300
28. Colgate Palmolive	21,437,300	40,096,900	61,534,200
29. Nesfood	22,822,900	35,993,900	58,816,800
30. Quaker Oats	10,551,700	46,653,600	57,205,300
31. Chesebrough Ponds	6,095,800	49,039,300	55,134,100
32. Toyota	30,364,400	22,945,300	53,309,700
33. Nabisco	11,763,600	39,151,400	50,915,000
34. Esmark	8,064,000	41,854,800	49,918,800
35. Beecham Group	5,293,600	43,523,800	48,817,400
36. Clorox	3,995,100	44,490,500	48,485,600
37. Heublein	17,188,800	30,293,000	47,481,800
38. Revlon	21,684,200	25,305,500	46,989,800
39. Wrigley	11,998,500	34,127,600	46,126,100
40. ITT	26,903,400	18,270,100	45,173,500
41. Norton Simon	18,280,700	26,734,000	45,014,700
42. General Electric	7,633,700	32,986,800	40,620,500
43. Warner Communications	9,101,200	31,431,600	40,532,800
44. Schering-Plough	5,117,900	35,242,700	40,360,600
45. Schlitz	15,503,500	24,802,200	40,305,700
46. Bayer	4,630,400	35,073,600	39,704,000
47. Mobil	30,814,800	8,666,400	39,481,200
48. Heinz	14,397,500	24,740,100	39,137,600
49. Morton-Norwich Products	7,038,500	31,190,200	38,228,700
50. Eastman Kodak	3,305,200	34,694,200	37,999,400
51. Time	27,459,800	8,791,600	36,251,400
52. Union Carbide	3,924,700	31,752,800	35,677,500
53. Gulf & Western	12,499,100	22,681,400	35,180,500
54. Greyhound	8,656,000	24,255,100	32,811,100
55. J.C. Penney	13,845,300	18,579,100	32,424,400
56. American Cyanamid	12,902,400	19,293,900	32,196,300
57. Nissan Motor	13,848,000	18,150,000	31,998,000
58. Columbia Pictures	4,685,200	27,121,000	31,806,200
59. American Motors	13,908,000	17,733,900	31,641,900
60. Volkswagen	11,673,600	19,434,700	31,108,300
61. Noxell	2,619,400	28,092,700	30,712,100
62. Polaroid	874,900	29,812,500	30,687,400
63. CPC International	10,971,300	19,211,800	30,183,100
64. Mattel	15,051,500	14,556,600	29,608,100
65. Hershey Foods	8,268,100	21,328,600	29,596,700
66. American Express	10,677,900	18,725,300	29,403,200
67. Squibb	3,642,800	25,439,700	29,082,500
68. A.H. Robins	28,923,200	38,900	29,962,100
69. Kimberly Clark	9,324,700	18,107,000	27,431,700
70. Milton Bradley	16,074,800	10,245,300	26,320,100
71. S.C. Johnson	2,964,000	23,330,900	26,294,900
72. RCA	5,953,000	19,873,800	25,826,800
73. Campbell Soup	9,367,500	16,403,000	25,770,500
74. Pfizer	1,289,100	24,301,700	25,590,800
75. MCA	9,596,300	15,976,800	25,573,100
76. Carnation	2,642,100	22,817,600	25,459,700
77. Smithkline	2,607,800	22,529,100	25,136,900
78. Trans World	10,425,200	14,225,100	24,650,300
*79. Thompson Medical	2,599,000	22,047,900	24,646,900
80. Borden	6,914,200	17,589,000	24,503,200
*81. Jeffrey Martin	10,133,700	14,187,500	24,321,200
82. K Mart	17,855,700	5,060,100	22,915,800
83. Toyo Kogyo	2,418,000	20,335,100	22,753,100
84. Royal Crown Cola	16,595,800	5,663,400	22,259,200
85. Ciba-Geigy	3,479,400	17,840,000	21,319,400
86. E. & J. Gallo	1,573,800	18,970,200	20,544,000
87. Alberto Culver	7,245,400	13,109,200	20,354,600
88. 20th Century-Fox Films	5,946,500	13,950,200	19,896,700
89. Levi Strauss	4,844,900	14,962,400	19,807,300
90. UAL	11,186,600	8,491,000	19,677,600
91. Wendy's International	10,301,900	9,036,400	19,338,300
*92. Adolph Coors	15,927,000	3,259,300	19,186,300
93. Transamerica	6,425,100	12,388,800	18,813,900
94. R.J. Reynolds	7,481,400	11,025,500	18,506,900
95. Beatrice Foods	13,128,800	5,346,100	18,474,900
96. N. American Philips	4,639,400	13,270,000	17,909,400
97. du Pont	2,112,300	15,728,800	17,841,100
98. Exxon	7,677,900	9,891,200	17,569,100
99. Dow Chemical	4,149,700	13,202,500	17,352,200
100. Standard Brands	11,364,500	5,942,100	17,306,600
Total	$1,638,898,400	$3,980,108,400	$5,619,006,800

* New to the top 100 in 1980.

categories were political advertising, up 31.6% to $69.9 million in the 1980 national election year; personal services, up 37.5% to $11.7 million; local media, up 27% to $86.4 million, and apparel stores, up 24% to $79.2 million. TVB noted that most co-op advertising is not reflected in the local/retail estimates because BAR credits it to the manufacturer.

Automotive advertising at the local/retail level declined 12% to $156.3 million, but in network/national spot it increased 8% to $743.1 million.

In total national TV advertising—network plus spot—the biggest categories were food and food products at $1.35 billion, up 9.8% from 1979; toiletries and toilet goods at $988 million, up 17.3%, and proprietary medicines at $523.15 million, up 8.7%.

Much ado about Cable America offering on Wall Street

Sale of $50 million seen as providing low-cost funds in short term for cable construction, with payment on deferred notes coming from system's revenues

Is it an innovative financing proposal or a dangerous precedent? Or is it just plain confusing? Those are different views on Wall Street of a proposed public offering for Cable America Inc. that's being handled by Drexel Burnham Lambert.

Cable America is the United States subsidiary of the privately held Canadian firm, Cablecasting Ltd., and it holds franchises in the Atlanta and Los Angeles areas.

The offering would sell to investors "units" combining $50 million worth of subordinated debentures and convertible deferred payment notes. (At some future point, the two would be separable for independent trading.)

One basic idea of the offering is to allow the seller to hold down the current interest charges on the debentures through the mechanism of the deferred payment note. Proponents say the offering is structured to suit cable operators' need for low-cost funds during the capital intensive construction phase, with the revenues generated by a completed system then able to pay the deferred notes.

In this proposal, the notes accrue value at a set rate, and after a minimum of five years and a maximum of seven, the investor gets the greater of either the accrued value of the notes or 10% of what the company is then worth. (The company would get to choose whether to pay off the latter in cash or equity.) That's supposed to give the investor an "equity-related" cable play, while permitting the company the option of staying private. At this point, the yield on the debenture hasn't been set. The yield on the note's compounding rate hasn't been set either.

The prospectus for the offering can be "confusing," admit its supporters, who note it departs from "more traditional forms." Others in the financial community call the prospectus "a joke" and "a comic-book." One analyst observes that the proposal is causing "glee" in cable financial circles, saying that "if they can sell this, they can sell anything."

That's the basis of the worry some have—while Cablecasting Ltd. and its management are well respected on Wall Street, some fear ventures with less of a track record might follow the same course if this offering succeeds.

And other operators are evidently beginning to consider this type of financing, with Chuck Dolan of Cablevision Systems said to be eyeing such an offering to fund construction of the Boston franchise if he wins it. Warner Amex is the other MSO bidding for that franchise.

And some think success of the Cable America deal is assured—current guessing is that Drexel has already lined up some institutional investors for this package.

Bates tongue lashes station reps for lack of cooperation

For the second time in two years, Ted Bates & Co., New York, criticized national television station representatives last week for not cooperating sufficiently with Bates' media department in the negotiation and placement of spot TV purchases.

Last week's admonition was delivered by Isabel Ziegler, senior vice president and director of spot broadcast buying at Bates, as it had been two years ago. Ziegler covered substantially the same ground as in 1979 (BROADCASTING, June 4, 1979).

Approximately 200 sales and management personnel from representative firms were in attendance to hear Ziegler berate them for not "pitching" their markets; for lacking knowledge of their markets; for not informing buyers about pre-emptions in advance or within a week of their occurence; for misleading the inexperienced buyers who seek information, and for submitting "unrealistic" availabilities.

She injected a personal note: "I cannot tell you the number of times I've heard our location is a problem . . . and many of you make Bates your last stop because it's convenient on your way home." (Bates is located on New York's west side, five or six blocks away from the usual locale of advertising agencies.)

Ziegler stressed that her complaints did not apply to all rep firms, but enough to create a problem. Ziegler invited representatives to arrange an appointment with her if they wanted to offer an explanation or a suggestion. She said she could not take questions during the meeting because the layout of the conference room was not conducive to a discussion.

Bates is a leading spot TV agency, having invested more than $80 million in that medium in 1980.

Stalemates continue in writers', directors' labor disputes

Pay TV chief stumbling block with writers; directors contract set to expire June 30

Representatives of the striking Writers Guild of America last week refused to comply with a request by management spokesman and MCA Chairman Lew Wasserman to take the pay TV issue off the negotiating table "so that the town [Hollywood] can go back to work." Wasserman, in a rare news conference convened at the executive's Universal City headquarters on Monday (June 15), said "the only dispute is profit made from pay TV," and that more than 200 other bargaining issues have been largely resolved. A spokesman for the Writers Guild termed Wasserman's proposal "completely unacceptable."

Talks in the 11-week-old strike broke down June 14, after compromise proposals offered by both sides were rejected. No new talks with the writers were scheduled, and little progress was reported in continuing talks with members of the Directors Guild of America. The DGA's contract with producers expires June 30. Like the writers, DGA negotiators have taken a hard line on the issue of pay TV compensation.

Meanwhile, a survey conducted earlier this month by the Hollywood Film Council, a labor association, found an estimated 50% unemployment rate among members of ancillary unions, ranging from caterers to craftsmen, prop designers to painters. MCA's Wasserman, who represents the industry's largest employer, estimated last week that up to 24,000 workers have been laid off because of the current WGA strike. A DGA strike, said Wasserman, could have a "catastrophic impact" on Hollywood.

SelecTV forms programing unit

SelecTV, operator of STV systems in Milwaukee and Los Angeles, has formed a new, wholly owned subsidiary charged not only with serving the firm's own programing needs but those of the STV industry in general. SelecTV Programing Inc., as the new division is called, will offer a satellite feed of more than 55 feature films a month via Westar I. The service will also develop sports and localized programing, tailored to the needs of individual clients. In addition to its 100,000 subscribers in Milwaukee and Los Angeles, SelecTV provides programing for two STV operations owned by Golden West Broadcasters, five MDS systems owned by STAR Inc., and two units of Southern Satellite Systems.

George V. Stein will move from his position as SelecTV's vice president of marketing and promotion to become president and chief executive officer of the new subsidiary. Bill Mechanic will move from program director to a new post as vice president in charge of programing for the division.

Ratings Roundup

With about 80% of the three network schedules in repeats, the week ended June 14 was far from action-packed in ratings reports, except for a couple of highlights in news and sports.

One big surprise was the success of Sunday night's ***CBS Reports: The Defense of the United States***, the opener of the network's five-part documentary series (see "In Brief"). Instead of scoring the typically low numbers of a documentary, ***Defense*** pulled a 16.2/30, won its time period and ranked 20th among the week's 66 shows.

Elsewhere, ABC Sports was a winner Friday night with its WBC heavyweight championship with Larry Holmes and Leon Spinks earning a sixth-placed 18.6/35. But the same network was a loser with the last pre-strike outing of ***Monday Night Baseball*** (50th place, 11.5/21).

For the entire week, CBS-TV had the best prime-time average, scoring 14.4/27 to ABC-TV's 13.7/26 and NBC-TV's 12.7/24. Although second in the averages, ABC won the most nights: Tuesday, Thursday, Friday and Saturday. CBS took Monday and Sunday. NBC was the victor only on Wednesday.

The First 20

1.	***M*A*S*H*** (R)	CBS	19.8/34
2.	***The Jeffersons*** (R)	CBS	19.3/34
3.	***60 Minutes*** (R)	CBS	19.2/41
4.	***Facts of Life*** (R)	NBC	19.2/33
5.	***Three's Company*** (R)	ABC	18.9/34
6.	***WBC Heavyweight Championship*** (special)	ABC	18.6/35
7.	***Different Strokes*** (R)	NBC	18.3/33
8.	***Alice*** (R)	CBS	18.1/33
9.	***20/20***	ABC	18.1/32
10.	***House Calls*** (R)	CBS	17.9/30
11.	***Too Close for Comfort*** (R)	ABC	17.5/29
12.	***Dallas*** (R)	CBS	17.0/32
13.	***Dukes of Hazzard*** (R)	CBS	16.6/32
14.	***Laverne & Shirley*** (R)	ABC	16.5/32
15.	***Quincy M.E.*** (R)	NBC	16.5/29
16.	***Love Boat*** (R)	ABC	16.4/34
17.	***The Survival of Dana*** (movie) (R)	CBS	16.4/28
18.	***Lou Grant*** (R)	CBS	16.3/29
19.	***CHiPs*** (R)	NBC	16.2/32
20.	***CBS Reports: The Defense of the United States*** (special)	CBS	16.2/30

The Final Five

62.	***Walking Tall*** (R)	NBC	9.7/20
63.	***Sanford***	NBC	9.4/20
64.	***Lobo*** (R)	NBC	9.3/19
65.	***White Shadow*** (R)	CBS	8.6/18
66.	***Roots: The Next Generations*** (mini-series) (R)	ABC	7.9/16

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Display your Professional or Service Card here. It will be seen by the decision making station owners and managers, chief engineers and technicians, applicants for AM, FM, TV and buyers of broadcasting services.
*1977 Readership Survey showing 4.4 readers per copy.

■ Coastside Cable TV Inc. for Lincoln, Calif. (CA0858) new signal.

■ Abingdon Cable Vision Inc. for Abingdon, Ill. (IL0460) new signal.

■ Multimedia Cablevision for Mustang and Moore, both Oklahoma (OK0180, 143) add signal.

■ Go Enterprises Inc. for Bolton and Chelsea, both Vermont (VT0131) new signal.

■ Cablevision of Contra Costa for San Ramon and Saugus, both California (CA0829, 830) new signal.

■ Poughkeepsie Cablevision Inc. for La Grange, Pleasant Valley, Poughkeepsie (town) and Poughkeepsie (city) all New York (NY0220, 221, 222, 223) add signal.

■ Capital Cable Inc. for Cedar Park, Tex. (TX0767) new signal.

■ Jones Intercable TV Fund for Green Acres City, Fla. (FL0522) new signal.

■ Pawhatan Paint Cable Inc. for Cresant, Ohio (OH0868) new signal.

■ Hoosier-Buckeye Cable TV for Hicksville, Ohio (OH0870) new signal.

■ Guadalupe Valley Cable Vision Inc. for Boerne, Tex. (TX0169) new signal.

■ Alert Cable TV of North Carolina Inc. for Orange, N.C. (NC0256) new signal.

■ Olympic TV Cable Inc. for Kitsap, Wash. (WA0321) new signal.

■ G O Enterprises Inc. for Williamstown, Vt. (VT0133) new signal.

■ Mid-Kansas Cable Services Inc. for Moundridge, Kan. (KS0262) new signal.

■ Atoka Cablevision Co. for Atoka and Coalgate, both Oklahoma (OK0122, 100) add signal.

■ Quinter Cable Inc. for Quinter, Kan. (KS0270) new signal.

■ S O Cable TV for Grants Pass, Josephine, Klamath Falls, Klamath, Medford, Ashland, Phoenix, Talent, Jacksonville, Eagle Point, Central Point and Jackson, all Oregon (OR0110, 104, 114, 102, 117, 103, 122, 126, 113, 107, 106, 105) add signal.

■ Cablevision of Pennsylvania Inc. for Norristown, Pa. (PA0806) add signal.

■ Haystack Cablevision Inc. for Salisbury, North Cannan, Norfolk, Sharon, all Connecticut (CT0079, 82, 83, 81) add signal.

■ Cox Cable Owosso for Owosso (city), Corunna, Caledonia and Owosso (town), all Michigan (MI0175, 177, 178, 176) add signal.

■ Universal Video Communications Inc. for Cullen La. (LA0207) new signal.

■ Hobbs Cablevision Inc. for Hobbs and Lea, both New Mexico (NM0012, 079) add signal.

■ Coastside Cable TV Inc. for Riverbank, Calif. (CA0799) add signal.

■ Newchannels Corp. for Oxford (town) and Oxford (village), N.Y. (NY0646, 058) add signal.

■ Televents of Florida Inc. for Citrus Springs, Beverly Hills, Inverness, Homosassa and Crystal River, all Florida (FL0332, 025, 027, 361, 026) add signal.

■ Scottsboro TV Cable Inc. for Rogersville, Ala. (AL0213) add signal.

■ Multivision Northwest Inc. for Catoosa, Ga. (GA0173) add signal.

■ Betterview Cablevision of Oregon Inc. for Riddle and Myrtle Creek, both Oregon (OR0212, 163) add signal.

■ Teleprompter Corp. for Wells, Escanaba, Brampton, all Michigan (MI0139, 140, 157) add signal.

■ Teleprompter Corp. for Rock Island, Milan, Oak Grove and Bowling township, all Illinois (IL0182, 287, 293) add signal.

■ Quint-Cities Cablevision Inc. for Eldridge, Ill. (IL0463) add signal.

■ Rolla Cable TV Inc. for Rolla, N.D. (ND0041) add signal.

■ Vision Cable Communications for Morehead City Inc. for Craven, N.C. (NC0205) add signal.

■ Green Country Cable of Bristow Inc. for Bristow, Okla. (OK0218) new signal.

■ Continental Cablevision of Ohio Inc. for Jefferson, Bloomfield, Polk, Sandusky, all Ohio (OK873, 874, 875, 876) new signal.

■ Communications Management Inc. for Alta Vista, Kan. (KS0269) new signal.

■ Lake Cable TV Inc. for Fox River Valley, Ill. (IL0464) new signal.

■ Village Cable Corp. for Fairview, W. Va. (WV0498) new signal.

■ Village Cable Corp. for Baxter, W. Va. (WV0499) new signal.

■ Village Cable Corp. for Grantown, W. Va. (WV0500) new signal.

■ Betterview Cablevision of Oregon Inc. for Tri City, Ore. (OR0177) add signal.

■ Coastside Cable TV Inc. for Ripon, Calif. (CA0861) new signal.

■ Multi-Channel TV Cable of Mansfield Inc. for Ridgeway, Va. (VA0260) new signal.

■ J D Cablevision for Payette and Fruitland, both Idaho (ID0111, 112) new signal.

■ Teleprompter Corp. for Escanaba, Ford River, Gladstone, all Michigan (MI024, 137, 138) add signal.

■ Frank Howard TV Cable for Magoffin, Ky. (KY0487) new signal.

■ Village Cable Corp. for Grantsville and Elizabeth, W. Va. (WV0503, 504) new signal.

■ Continental Cablevision of Hamilton County Inc. for Cheviot, Ohio (OH0738) add signal.

■ Houston Cable TV Inc. for Houston (TX0621) add signal.

■ Houston Cable TV Inc. for Jersey, Tex. (TX0622) add signal.

■ Pittsfield Cablevision Inc. for Pittsfield, N.H. (NH0090) new signal.

■ Santa Fe Cablevision Co. for Santa Fe., N.M. (NM0053, 159) add signal.

■ Independence TV Cable Inc. for Weavers/Pfeiffe, Ark. (AR0159) add signal.

■ Bradford Video for Starke, Fla. (FL0523) new signal.

■ Odem Cable TV Inc. for Odem, Tex. (TX0772) new signal.

■ Com-Star Cablevision Inc. for Flowersville, Mich. (MI0493) new signal.

■ Lafayette Cable Inc. for Lafayette, Ala. (AL0218) new signal.

■ Do-Bran-Cin Cablevision Inc. for Chicora, Bruin, Petrolia, Karns City, East Brady, Bradys Bend, all Pennsylvania (PA1983, 1986, 1987, 1988, 1984, 1985) new signal.

■ Roby Cablevision Inc. for Roby, Tex. (TX0773) new signal.

■ American Television and Communications Corp. for Littleton, Colo. (CO0159) new signal.

■ Blanchard-Wayne Cable TV for Blanchard-Wayne, Okla. (OK0219) new signal.

■ Noble Cable TV Ltd. for Noble, Okla. (OK0221) new signal.

Summary of broadcasting

FCC tabulations as of April 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,608	3	1	4,612	117	4,729
Commercial FM	3,313	2	0	3,315	151	3,466
Educational FM	1,101	0	0	1,101	69	1,170
Total Radio	9,022	5	1	9,028	337	9,365
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	97	336
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,019	4	7	1,030	126	1,156
FM Translators	354	0	0	354	220	574
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,396	0	0	1,396	492	188

*Special temporary authorization

**Includes off-air licenses

Call Letters

Applications

Call	Sought by
	New AM's
WWES	Erwin S. Solomon, Hot Springs, Ark.
WEKC	Williamsburg Broadcasting Inc., Williamsburg, Ky.
	New FM's
WXRS-FM	WSJ Radio Inc., Swainsboro, Ga.
KMDL	Mid-Acadiana Broadcasting Corp., Kaplan, La.
WWCJ	Ethnic Public Broadcasting Foundation, Jackson, Miss.
KBVD	Ruidoso Broadcasting Co., Ruidoso, N.M.
WDNH-FM	WAEN Broadcasting Corp., Honesdale, Pa.
KEMM	Commerce Broadcasting Inc., Commerce, Tex.
	New TV
KBJH	Church of the Christian Crusade Inc., Tulsa, Okla.
	Existing AM's
WSCR	WOMN Hamden, Conn.
WSUX	WSFD Seaford, Del.
WYXC	WKRW Cartersville, Ga.
WILP	WBGR Paris, Kentucky
WSLL	WSSL Centreville, Miss.
KMBI	KXKS Albuquerque, N.M.
WWOK	WSML Graham, N.C.
KTRQ	KULE Ephrata, Wash.
	Existing FM's
KGFT	KARP Carpinteria, Calif.
WNCW	WBGR-FM Paris, Kentucky
WBEY	WAQA Grasonville, Md.
WVBS-FM	WPJC Burgaw, N.C.

Grants

Call	Assigned to
	New AM's
KHEE	Z Broadcasters, Hayden, Colo.
KQPM	McLeod County Broadcasting Co., Glencoe, Minn.
	New FM's
KERU-FM	Escuela de la Raza Unida, Blythe, Calif.
KAIN-FM	ROJAC Enterprises, Caldwell, Idaho
KLCQ	Lynnlee Broadcasting Inc., Monroe City, Mo.
KAUB-FM	Midway Broadcasters, Auburn, Neb.
	New TV
WWMA-TV	TV 17 Unlimited Inc., Grand Rapids, Mich.
	Existing AM's
WOKV	WAIV Jacksonville, Fla.
KTEW	KLCO Poteau, Okla.
	Existing FM's
KZNS	KWTC-FM Barstow, Calif.
WCRJ-FM	WJEE Jacksonville, Fla.
WWBA	WWBA-FM St. Petersburg, Fla.
WENS	WSVL-FM Shelbyville, Ind.
KCMX-FM	KKIC Ashland, Ore.
	Existing TV
KTDS	Brownsville, Tex.